

**REMARKS**

Applicant has now had an opportunity to carefully consider the Examiner's comments set forth in the Office Action of January 7, 2005. Reconsideration of the Application is requested. Independent claims 1 and 12 were amended, claims 23-29 stand allowed. Claims 1 – 29 are pending.

The Examiner rejected independent claims 1 and 12 under 35 U.S.C. 102(b) as being anticipated by Mathis. Claims 1 and 12 as amended distinguish over Mathias since Mathis does not teach or suggest a media embellishing die, or a system for embellishing media, including a media embellishing die having a first side having a first embellishing surface for embellishing media pressed against the first embellishing surface, and a second side having a second embellishing surface for embellishing media pressed against the second embellishing surface. Further, claims 2-11 depending from claim 1, and claims 13-22 depending from claim 12 are also patentable.

CONCLUSION

For the reasons detailed above, it is submitted that claims 1-29 are now in condition for allowance. The foregoing comments do not require unnecessary additional search or examination.

In the event the Examiner considers personal contact advantageous to the disposition of this case, he is hereby authorized to call Patrick Floyd, at Telephone Number (216) 861-5582.

Respectfully submitted,

FAY, SHARPE, FAGAN,
MINNICH & McKEE, LLP

May 6 2005
Date

Patrick D. Floyd
Patrick D. Floyd
Reg. No. 39,671
1100 Superior Avenue, 7th Floor
Cleveland, Ohio 44114-2579
(216) 861-5582

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